

RECRUITER

July 2002

The magazine for the Air Force recruiting professional



Reaching goal with tomorrow's airmen

Top EA Recruiters

Name	SQ/FLT	Net Res	Goal %
TSgt Scott Whealton	368/A	8	800%
MSgt Timothy Taylor	336/D	6	600%
MSgt Steven Robertson	337/D	6	600%
SSgt Richard Laca	364/E	5	500%
SSgt Daniel Wild	331/H	5	500%
TSgt Anthony Bullock	341/A	5	500%
MSgt Kenneth Oliver	331/A	5	500%
TSgt Robert Garrett	337/E	10	500%
MSgt Ronald Moore	369/G	10	500%
MSgt Thomas Stilin	342/G	10	500%

Top Flight Chiefs

Name	SQ/FLT	Net Res	Goal %
MSgt Anita Wall	331/E	21	210%
MSgt Richard Mendoza	344/D	31	207%
MSgt Derrick Thomas	341/I	26	200%
SMSgt Tony Parham	331/C	28	200%
MSgt Daryl Heath	337/A	17	189%
MSgt Terry Jones	317/I	26	186%
MSgt Jeffrey Cheney	364/F	25	179%
MSgt Angel Guterrez	361/I	25	179%
MSgt David Mason	330/A	17	170%
TSgt Robert McClelland	344/F	22	169%

Top OA Producers

	Physician	Nurse	Dental
1st place	348	348	364
2nd place	333	344	367
3rd place	313	362	345
4th place	314	349	330

Cover photo: Andrew Bujan, son of Senior Master Sgt. Ed Bujan, Headquarters Air Force Recruiting Service, Rebekah Binns, daughter of Tech. Sgt. Tom Binns, Headquarters AFRS and Ozzy. For more on 'Reaching goal with tomorrow's airmen', see page 4.
Photo by Master Sgt. David W. Richards

AFRS Spotlight

Name: Tech. Sgt. Scott J. Wealton
Job: EA Recruiter, 368th Recruiting Squadron
Hometown: Marquette, Mich.
Time in the Air Force: 13 years
Time in AFRS: 10 months
Hobbies: Camping, fishing and computers
What inspires you to do what you do? The knowledge that the job I do directly impacts the lives of young people and the future success of the Air Force.
What are your personal and career goals?
Personal: Take care of, and enjoy time with my family. **Professional:** Become a flight chief, progress in rank and retire after 20-plus years of service.
What hints can you give to others about recruiting? Be honest, work hard, have fun and, most importantly, be yourself.
What is the best advice you have ever received?
Do your best, and the rest will take care of itself.



Tech. Sgt. Scott J. Wealton, 368th Recruiting Squadron, greets applicant, Phalyn Huggins, during a daily appointment to discuss Air Force opportunities.

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AFRS in excellent shape

Recruiting service commander looks forward to success in year ahead

By Brig. Gen. Edward A. Rice Jr.
Air Force Recruiting Service

I can't tell you how happy I am to take command of Air Force Recruiting Service. I can't think of a more important job than making sure our Air Force has the airmen it needs to continue our great success of the past half-century into the decades ahead. There aren't many jobs where you can say you are influencing the health of an institution for the next 10 to 20 years, but there is no question that we are in a business that can stake that claim.

From where I sit, AFRS is in excellent shape and I congratulate you on your success in meeting our goals over the past year. I know how hard you are working and I hope it is gratifying to you to see your hard work pay off. As you well know, this is a train that never stops. As successful as we've been, we must continue to perform at a high level if we are to continue meeting our service's requirement for new airmen. The challenges are many,



Brig. Gen. Edward A. Rice Jr., AFRS commander, right, speaks with Staff Sergeant Dave Mangual, 314th Recruiting Squadron recruiter, and DEPPER, Luidisa Goodman, during the general's visit to the Times Square recruiting office in New York. Sergeant Mangual recruited this year's goal-attaining airman.

but I know you are ready to put the bombs on the target.

You can count on me to do all I can to provide you with the

resources that will enable you to meet the mission. This will be a considerable challenge since our Air Force is resource constrained,

which means every dollar and every personnel authorization will be closely scrutinized. But I continue to see strong support for what we do from the Air Force leadership so I'm optimistic we will get what we need to meet our goals.

We can never afford to forget our first core value — integrity.

Speaking of goals, while our goals are certainly extremely important, they are not the most important things for us to consider. We can never afford to forget our first core value — integrity. We have a great product to sell, our United States Air Force, and it is imperative that we not stretch the facts with prospective applicants. Our Air Force is good enough, and you are good enough, to get the numbers we need without resorting to a misrepresentation of what we have to offer. I ask for your continued support in this area.

Thanks for all you do to keep our Air Force strong. I look forward to seeing you during my travels to your groups and squadrons.



Staff Sgt. Ryan Noorlander, enlisted accessions recruiter in Independence, Mo., weighs Delayed Entry Program member Chris Beland. Beland, who is entering under the mechanical aptitude area, leaves for basic training in September.

Air Force Recruiting Service reaches FY02 enlisted goal, focuses on future

By Senior Airman Marti D. Ribeiro
Air Force Recruiting Service

With a record-breaking year for enlisted accessions "in the bag," Air Force Recruiting Service officials are intent on keeping the momentum rolling.

Air Force Recruiting Service reached this year's recruiting goal on May 2 with the signing the 37,283rd enlistment contract. With more than 25,000 airmen sent to basic training since the beginning of the fiscal year, the Air Force has more than enough contracts to enter basic training by Sept. 30. The last time AFRS achieved this milestone during May was in 1986.

"We made goal because we've shipped enough applicants and we have enough in our DEP bank to reach our final goal for the fiscal year," said Col. Darrel Greer, AFRS vice commander. "We can't really say we made goal until the end of the fiscal

year."

According to Col. James "Doc" Holaday, AFRS Operations Division chief, this year AFRS got everything right. "In 1999 we missed goal, in 2000 we made goal, but had the wrong skill slots and in 2001 we made goal, but at the wrong time," he said. "This year was great, we made goal with the right skill slots and at the right time."

This year's success is being attributed to a perfect mixture of manning, marketing and money.

"We have 1,605 front-line recruiters – more than we've had in years past," said Colonel Holaday. "It also helps that the extra recruiters we put out in the field after we missed our goal in '99 now have a year or two of experience under their belts."

According to Colonel Greer, AFRS filled recruiting offices that haven't been filled in years — which helped make the Air Force much more visible across America.

Another part of the Air Force's heightened visibility is the increased emphasis on marketing and paid advertising, and the creation of the Air Force Recruiting Service Marketing Division.

"With a larger budget we've been able to explore our marketing options and exploit different markets," Colonel Greer said.

Marketing isn't the only section in AFRS that has benefited from an increased budget. The Air Force provided \$140 million in bonus authority that allowed AFRS to recruit hard-to-fill specialties all year — especially in the tough-to-access months of February through May.

"These bonuses helped us get through FMAM (February, March, April, May) which is generally our toughest time of the year," Colonel Holaday said.

Making goal at the right time with the right job fills doesn't mean closing the books on Fiscal 2002, Colonel Greer emphasized. It means now is the time to concentrate on keeping the momentum rolling.

Training, manning and program emphasis are key areas to focus on. "Internally, we need to keep our training programs flexible to reflect the ever-changing applicant market," Colonel Greer said. "But, we need to do this while also maintaining recruiter manning levels.

"We need to get the word out to AFRS members to recruit recruiters," Colonel Greer said. "We need

to maintain our manning posture by letting everyone know the recruiting opportunities that are available."

Now is also the time to concentrate on programs that were pushed aside to meet EA needs according to the vice commander. These programs include pararescue, combat controller and linguist recruiting. He said there also needs to be more emphasis on officer accession recruiting, whereas in the past it has mostly been on enlisted recruiting.

Another area needing more attention is minority recruiting. "We really need to target minority officer groups," Colonel Holaday said.

Focusing on the future is another important part of keeping the momentum rolling, according to Colonel Greer. "We don't have a crystal ball, so we don't know if the economy will strengthen or decline — we need to be ready and postured for that," he said. "We also need to prepare in case we have to offset funding — we may not always have the budget we have now."

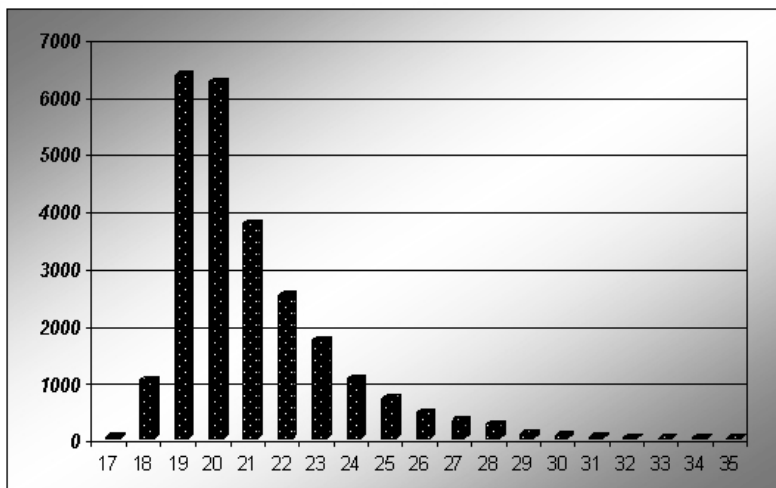
Both colonels agree that in the coming fiscal year, AFRS needs to be prepared to react to world events

"AFRS is responsible for the overall recruiting mission of the United States Air Force — but we must compete with other missions," Colonel Greer said. "It is fundamental that we learn to balance these things for the long term success of the Air Force."

On target

Age matters when it comes to the recruits we bring in each year. The majority of the people we ship are 19-21 years old. A few troops still enlist in their early 30s, but the numbers are extremely low. Keep pressing, and shoot for the age target of 18-24 years old.

Graphic by Staff Sgt. John Asselin
Source: AFRS Operations



Leads

Program helps lead recruiters to applicants

By Staff Sgt. John Asselin
Air Force Recruiting Service

Most recruiters know what leads are, but there is a lot more to the system than names and phone numbers delivered through AFRISS.

Leads come nationally from several different sources, according to Kerry Macaitis, Air Force Recruiting Service account executive for the leads program.

"Leads are generated from replies to magazine advertisements, business reply cards from direct mailings, the recruiting 1-800 number, the Air Force Experience and the Internet," she said.

People interested in the Air Force use three different vehicles to contact us – phone, postal mail and Internet, she added.

"We get most of our responses through the internet, with postal mail coming in a close second," she said. "So far this year, we received 234,266 responses from all sources. We also sent out a direct mail business reply card in mid-May, and by the end of May we received 5,600 responses."

All responses go to the Air Force Opportunity Center for processing. People at the center reformat

the information and do an age and education qualification. They also check the name and address information, Ms. Macaitis said.

"If it's not a workable lead, the center does not pass it through," she added. "If it is, they then plot the closest recruiter, append it with that recruiter's ID and transfer to AFRISS."

"I get quite a few leads in a month," said Staff Sgt. Dave Mangual, a recruiter from 314th Recruiting Squadron, who also recruited the 37,283rd applicant to make the AFRS goal for Fiscal 2002. "I get somewhere between 10-15 leads on the average."

Contrary to the beliefs of some, the program is a great source for potential recruits, Ms. Macaitis said.

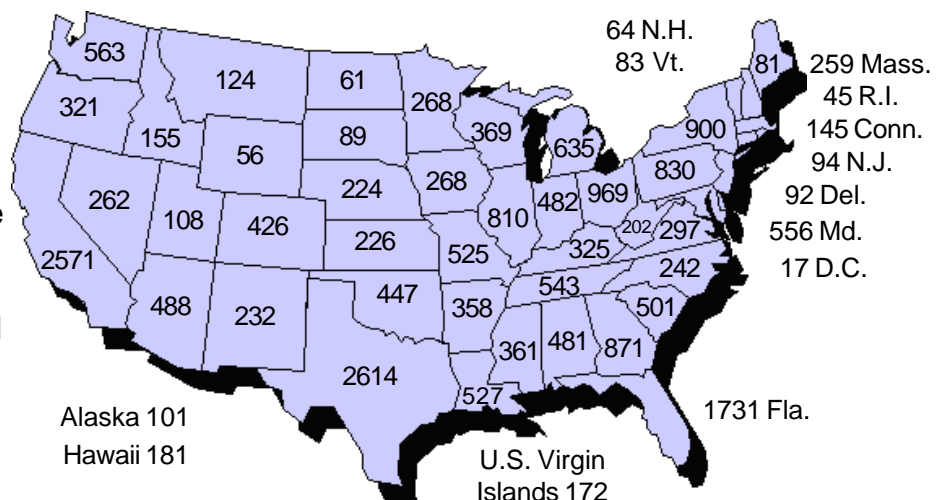
"Leads are not old and late," she said. "From the time the center receives the response to input in AFRISS is no more than 24 hours."

"The leads also come from people who have expressed an interest in the Air Force – they are not cold calls," she added. "There will be a few jokes, like people sending in the name of their dog, or even a fake name, but the majority are real, interested people."

Where's home?

So where do we get our EADs? From across the United States. Although most come from highly populated areas, we still get a diverse group from around the country.

Graphic by Staff Sgt. John Asselin
Source: AFRS Operations



Recruiting, politics don't mix

By Senior Airman Marti Ribeiro
Air Force Recruiting Service

A political event may seem like a good place to collect leads, but don't do it – it will get you into trouble.

With the political campaign season upon us, the Air Force Recruiting Service Judge Advocate staff reminds everyone that while in uniform, even minor participation in these events violates Air Force Instructions.

"Recruiters should be familiar with the Air Force Instruction that involves servicemembers at campaign events – some people may not even know they are violating a law by just showing up at a political event in uniform," said Felix Stalls, AFRS attorney.

The Air Force Instruction governing political activities by members of the U.S. Air Force, AFI 51-902, prohibits any activity that associates a uniformed servicemember with a partisan political cause or candidate. Violations are chargeable under Article 92 of the Uniform Code of Military Justice – failure to obey a lawful order or regulation.

To stay out of trouble, recruiters need to make sure they do not attend any political campaign parties, fundraisers, rallies or luncheons in uniform. Recruiters cannot legally recruit at any of these events according to Mr. Stalls. They cannot legally participate in any

radio, television, or other program or group discussion as an advocate of a partisan political party or candidate. Recruiters are also prohibited from marching or riding in a partisan political parade while in uniform.

"Recruiters may not realize that setting up a booth or just standing outside a campaign meeting could imply support for that campaign," Mr. Stalls said. "While it may seem like a good place to find quality people, it's not legal to recruit there."

"The separation of military from the legislative branch of our government is a principle part of our democratic system ..."

-Felix Stalls
AFRS attorney

While there are many things recruiters, or any uniformed servicemember, must not do in conjunction with a political event, there are many things they may do. Air Force members are allowed, and encouraged, to vote in all elections. They may attend political meetings or rallies as a spectator when not in uniform – but not to recruit. They are also permitted to display a political sticker on their

private vehicles, or wear a political button when not in uniform and not on duty.

"The separation of military from the legislative branch of our government is a principle part of our democratic system," Mr. Stalls said. "Uniformed recruiters participating in political campaigns violate our American Heritage – what our country was originally founded on."

If you need more information on what you can or cannot do, contact Mr. Stalls at DSN 487-3729 or (210) 652-3729.



Successful recruits *offer gold, silver* nuggets of

By Staff Sgt. Shelby Martin
Air Force Recruiting Service

It's been said that there are no "secrets" to success, just tools and tips that make success and achievement much more likely.

In Air Force Recruiting Service one measure of success is making goal.

In that regard, enlisted accessions are having its best year since 1986.

For individual recruiters, success can also be measured by exceeding goal and earning a silver or gold badge. Ask any silver or gold badge recipient their secrets to success and they'll share all kinds of tips and tools for staying motivated and exceeding goal.

"Take care of your DEPPers," said silver badge recipient Master Sgt. Anne Dewitt, AFRS standards

NCO. "Pay attention to them, ask them what's going on in their life and keep track of that information in AFRISS. If you show them you care about them, they are less likely to let you down on ship day."

Setting personal guidelines and sticking to them may also help make success more attainable.

"You have to learn from your mistakes, listen to people who have been in your shoes and apply what you've learned."

- Staff Sgt. Michael McNey,
368th Recruiting Squadron

"I've got three rules and they are to learn, listen and do," said silver badge recipient Staff Sgt. Michael McNey, enlisted accessions recruiter for the 368th Recruiting Squadron, Reno, Nev. "You have to learn from your mistakes, listen to people who have been in your shoes and apply what you've learned."

"My first year was a learning experience," Sergeant McNey said. "Some recruiters, in their first year, may try and win the world. I just tried to soak

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up everything I could the first few months. I applied those things I learned.”

For one gold badge recipient, staying motivated is key.

“I’m big into sports and I have a basketball poster that reads, ‘Success is measured by effort’,” said Staff Sgt. Carl Childs, 349th RCS, enlisted accessions recruiter in Del City, Okla. “I’ve taken it with me everywhere and it helps keep me motivated.”

According to Sergeant Childs, at the end of each duty day he looks at the clock and asks himself if he accomplished what he needed to do for that day - if he has not given 100 percent, he works late. If he did, he goes home feeling good about it. Rapport is also important to him.

“Don’t spend a lot of time on the phone,” he said. “Go out and meet with people. Establish a working relationship with them.”

Whether it’s genuine concern for your applicants, setting rules for yourself or using sports slogans as a motivational tool, the tips offered by some of recruiting service’s most successful may help you keep the momentum rolling into Fiscal 2003.

How-to-make-goal checklist

- ☐ **Maintain your DEP**
- ☐ **Set guidelines for yourself and stick to them**
- ☐ **Learn from those who came before you**
- ☐ **Pay attention to what’s successful for your peers**
- ☐ **Use whatever it takes to stay personally motivated**
- ☐ **Always use “service after the sale” for your DEPpers**
- ☐ **‘Use all the tools all the time’**
- ☐ **Be the Ambassador in Blue for your community**
- ☐ **Always find new ways of doing things**

Public: Air Force most important, Marines most prestigious among five branches

By David W. Moore
Gallup News Service

PRINCETON, N.J. — A recent Gallup poll shows that Americans perceive the U.S. Air Force as the most important branch of the military, while the U.S. Marine Corps gets the nod as the most prestigious branch.

Most prestigious branch

According to an April 22-24 Gallup poll, 39 percent of Americans say the Marines is the most prestigious branch of the U.S. armed forces, followed by the Air Force, at 28 percent. The U.S. Army and U.S. Navy tie for third place, each at 13 percent. Only 1 percent of the public names the U.S. Coast Guard as the most prestigious branch of the military.

These results are little changed from last year, with the number of Americans mentioning the Marines up by three percentage points and those mentioning the Air Force down by four points. The net result of these minor changes, however, is a more decisive result favoring the Marines — an 11-point margin over the Air Force this year, compared with a four-point margin last year.

The poll also shows that the percentage of people citing each of the four major services as the most prestigious varies considerably by age. (There is little

difference by age in the percentage mentioning the Coast Guard — just 1 to 2 percent in each age category.)

The Marine Corps is the clear winner for prestige among the lowest age group (ages 18 to 29), but as people get older, the gap between the Marines and the Air Force disappears. In the oldest age group (ages 65 and older), the two services are tied.

Most important branch

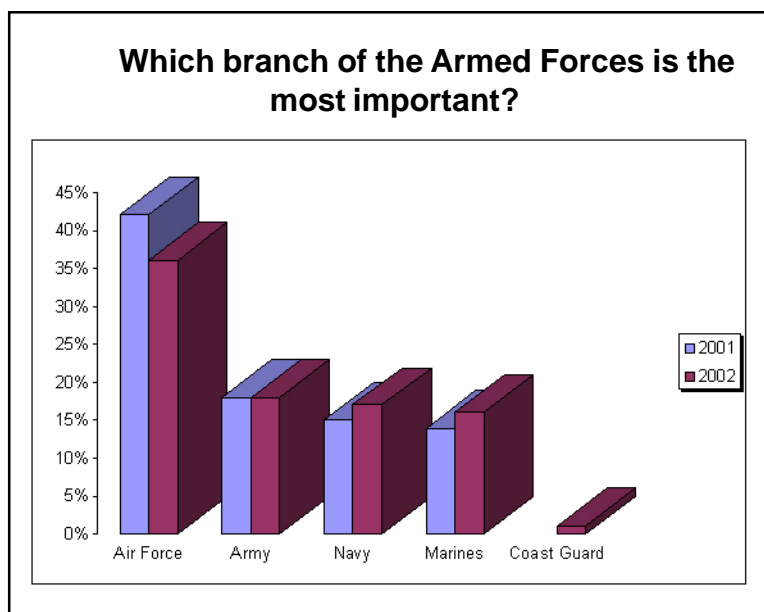
The poll also found that 36 percent of Americans rate the Air Force as the most important, far ahead of the other services. Just 18 percent rated the Army as most important, 17 percent the Navy and 16 percent the Marines. Another 10 percent of Americans volunteer that all of the branches are equally important. Again, the results are little changed from last year, when the Air Force also came in first, far

ahead of the other branches.

As with the most prestigious question, the responses to the importance question are highly related to age. Americans under age 30 see little difference between the importance of the Air Force and Army, with the Navy and Marine Corps not far behind. But the older the age

category, the better the Air Force does, while the other branches trail far behind.

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Gen. John P. Jumper, Air Force chief of staff, during a visit to Whiteman Air Force Base, Mo.

CSAF site picture focuses on Combat Wing forces

By Gen. John P. Jumper
Air Force Chief of Staff

Air Force Chief of Staff sight pictures are used to address relevant and time-sensitive information about Air Force issues. The following is an excerpt of the CSAF site picture on Combat Wing Organization. The entire article is available at <http://www.af.mil/lib/sight/cworg.pdf>

Our service has witnessed dramatic change over the past decade. Beyond our transitioning to an expeditionary force to address this new environment, we have made a few changes to our organizational structure. Many questions arise: If we are to continue to deploy in subsquadron size packages into expeditionary wings as part of Joint Task Forces, are we organized at home the way we should be? If we are to continue to deal with aging weapons systems, are we growing the right kind of focused maintainer to deal with those problems? If the

trends of the last decade continue to dictate that we deploy rapidly into tent cities on bare or ill-prepared bases, are we growing the kind of support personnel who understand all that is needed to pick up a unit, get it there, and sustain it?

When it comes to deploying and sustaining the force to fight our nation's wars, I believe ... that flying and fixing our weapons systems are essential skill sets, along with mission support. Each requires PhD-level expertise, proficiency and leadership. This level of proficiency is only possible if we allow our leaders to develop great depth in their specific fields. It is for this reason that we will transition into a new Combat Wing Organization designed to fully develop commanders with specific functional expertise to fully plan and execute air and space power as part of expeditionary units.

The Combat Wing Organization will retain the **Operations Group**, which will continue to focus on the

skills of tactical employment that make ours the greatest Air Force in the world.

Maintaining the health of our aging fleets balanced with the need to produce the sorties that help win wars is a core capability that requires focus and proficiency. To that end we will establish a **Maintenance Group**. Commanders within the Maintenance Group will be responsible for the full spectrum of base-level weapon system maintenance and to produce sorties at the designated rates.

Recent events have clearly focused us not only on sustaining home base capabilities, but also on rapidly employing our weapon systems and establishing our operational presence anywhere in the world. This expeditionary capability will fall largely on the professionals in our new **Mission Support Group**. This group merges the current Support Group with the Logistics Readiness, Contracting and Aerial Port Squadrons as applicable.

Medical Groups will remain organized as they are although specific changes that deal with medical operations at home and deployed are being worked for later implementation.

Our CWO will allow us to grow leaders with the depth of experience and expertise needed to plan and execute in the full spectrum of deployment, combat planning, execution and sustainment. Although the reorganization is called the Combat Wing Organization this is not just about the wings that fly — almost every unit in the Air Force supports our Air Expeditionary Force in some way.

Secretary Roche reflects on past year, looks to future

WASHINGTON (AFPN) — *The following is an excerpt of a message from Secretary of the Air Force James G. Roche to Air Force members. The full message is available at http://www.af.mil/news/Jun2002/n20020610_0933.shtml.*

To the men and women of the U.S. Air Force:

One year ago this month, I was sworn in as your 20th secretary of the Air Force and became, on that day, a proud member of a magnificent team of active duty, Guard, Reserve and civilian airmen. During this time, I've had the deep honor and pleasure to serve alongside Generals Mike Ryan and John Jumper, and our chief master sergeant of the Air Force, Jim Finch. It is impossible to imagine three more dedicated and professional Air Force leaders.

As I reflect on the year gone by, my first thoughts are with the airmen of our force who made the ultimate sacrifice in the defense of our nation and the freedoms we hold dear. Their supreme sacrifice, along with the countless heroes who have gone before them, is why we live free in this great nation.

Each of you should be extremely proud of your achievements and service this past year. In my travels around our Air Force; I've been impressed and humbled by your ingenuity, commitment and willingness to serve. Thank you for ev-



Photo by Tech. Sgt. Jim Varhegyi

Secretary of the Air Force James G. Roche (left) and 12th Air Force Commander Lt. Gen. Tom Hobbins observe an aircraft intercept training mission in progress on a simulator at the mission training center at Tinker Air Force Base, Okla.

everything you've done to make our Air Force the best the world has ever known.

The American people trust and admire what you do. They know that America's Air Force provides a full spectrum of air and space capabilities that deliver unprecedented firepower, mobility, awareness and deterrence to our joint forces. And, once again, they've witnessed first hand your truly remarkable performance during operations Enduring Freedom and Noble Eagle.

In the first eight months of our war on terrorism, we flew more than 35,000 sorties, employing 78 percent of the total munitions used and damaging or destroying nearly three-quarters of the coalition targets. Our tanker force flew more than 10,000 refueling missions, supporting aircraft from all services.

Our intelligence, surveillance and reconnaissance assets, manned and unmanned, have flown more than 2,000 missions and, when combined with our indispens-

"The American people trust and admire what you do."

- Dr. James G. Roche
Secretary of the Air Force

able space systems, delivered unprecedented battlefield awareness as well as a vision of the exciting future in this evolving mission area. Our heavy-lifters (cargo aircraft) delivered more than 2.5 million humanitarian daily rations to the people of Afghanistan. Our combat support units have occupied, established or rebuilt bases throughout Southwest and Central Asia.

While we've achieved many of our objectives, there remains much

work to be done. The fight continues, with many of you going into harm's way daily. Our ongoing missions and your unrelenting sacrifices testify to your commitment to eradicate this threat to our nation and freedom-loving people everywhere. Most important, we need to prepare and resolve ourselves to see this through to the finish, regardless of where the fight takes us. I recognize your sacrifice and commend you for your service.

Our nation needs its Air Force

as never before, and your Air Force needs each and every one of you, your talents and your service as never before. Yet, regardless of these challenges, you continue to train, maintain and fight with a level of professionalism unmatched by any force ever assembled.

Your service and sacrifices the past years has been truly magnificent and have earned the justifiable admiration of our nation and the respect of the world.

Air Force notes



Second tier assignments

A seven-minute narrated briefing on "5 Steps To Getting A Second Tier Assignment" is available on the Internet at: http://www.rs.af.mil/second_tier/second_tier.htm

Recruiters are encouraged to view this briefing prior to filling out a letter of intent. For more information, contact your squadron personnel office.

Thrift Savings Plan

The Thrift Savings Plan open season continues through July 31. For more information, visit <http://www.tsp.gov>.

Toy planes recall

Army and Air Force Exchange Service officials, along with the U.S. Consumer Product Safety Commission and Spin Master Toys, is voluntarily assisting in a recall of Firestormer and Skyblazer toy planes.

The plastic air intake chamber of the air-powered toy planes can burst, posing a hazard to consumers. AAFES sold these planes be-

tween January and May 20. Consumers should stop using the planes immediately and call Spin Master Toys for a free replacement plane, (800) 622-8339.

Price is Right

Master Sgt. Rainiar Howard, E-Flight Chief at the 369th Recruiting Squadron, Los Angeles, appeared on a taping of the Price is Right that aired last month. Sergeant Howard won a new car, lounge chair and a camera. Twelve other members of the 369th RCS attended. Guidance on television appearances is available in AFI 35-101 Public Affairs Policies and Procedures or from the public affairs office.

Savings bonds

The savings bond drive continues through July 30. For more information, visit <http://www.savingsbonds.gov> or call your squadron representative.

Corrections to June notes

Business cards

Recruiting squadrons — The only

information managers authorized AFRS business cards are those assigned to marketing.

Recruiter Ribbon

Wear of the Recruiter Ribbon has been expanded to include AFRS members in the following supervisory and support roles upon completion of a three-year tour:

- Commanders at the squadron and higher level completing a successful tour (even if less than three years)
- Headquarters AFRS chaplains and medical officers assigned to RSOC
- Deputy commanders and all medical officers at the recruiting groups
- Medical officers, first sergeants, PANCOs and IM NCOs assigned to marketing at the RCSs

On a case-by-case basis, commanders, division chiefs and functional staff may request the ribbon for other AFRS members who routinely meet with influencers and potential recruits.

BEST PRACTICES

Recruiter's Toolbox

“ROULETTE WHEEL” FOR SCHOOL VISITS - Recruiter designed a recruiting “Roulette Wheel” to make school visits more productive. The wheel is designed with the Air Force logo and letters corresponding to important information (M=money, A=advancement). Lt Col Steven Walsh, 338th RCS, (937) 257-6070

AFRISS SUPPLEMENTAL TRAINING - Recruiters are trained on AFRISS and e-mail applications during the second and third day of in-processing in order to familiarize them with log in procedures, lead refinement, school folders and waiver workflows. MSgt Patrick Brandell, 361st RCS, (253) 982-9561

FAMILY SUPPORT FOR DEPPERS - Once a month a representative from the local base Family Support Center visits the DEP Commander’s Call to educate the newest members of the Air Force and their spouses on resources available through the FSC. MSgt Robert Colbourne, 336th RCS, (843) 553-7260

FREE BOWLING PROVIDES LEADS - Local bowling alley developed free game cards to be given out by recruiters. Card has recruiter’s information on it and must be filled out by applicant to be redeemed. Cards are given back to the recruiter. Lt Col Steven Walsh 338th RCS, (937) 257-6070

CRITIQUE FORMS USED TO OBTAIN LEADS - Recruiter uses a school visit presentation critique to obtain the names and contact information of potential leads. This also provides the recruiters feedback on their presentation. Lt Col Steven Walsh, 338th RCS, (937) 257-6070

BEATING THE COMPETITION - Recruiter maintains a binder containing the business cards and RGM of the other services at his or her office location. Reviews and knows how to overcome concerns based on it. SSgt Jennifer Duff, 314th RCS, (732) 613-5345

DEP BADGES - Recruiter created DEP badges. Front side indicates DEPpers name, job and EAD date. The backside indicates DEP responsibilities, DEP CC meeting date and recruiter’s phone number. SSgt Craig Loncar, 333rd RCS, (561) 692-7604

LOCALLY PRODUCED MEPS HANDBOOK given to each recruiter during in-processing contains an “A-to Z” detailed approach to the MEPS experience, including: job counseling, DD-Form 4, familiarization with 3000 series contracts, etc. TSgt Raul Sanchez, 361st RCS, (253) 982-9561

APPOINTMENT REMINDER POSTCARDS are printed with the Air Force logo and sent to potential applicants reminding them of appointments. Reduces missed appointments. Maj Mike Elmer, 364th RCS, (916) 643-2278

VOLUNTEER CHAPERONE - Recruiters volunteer as chaperones for activities at area schools by putting name on “chaperone sign up sheet.” SSgt Jason Payne, 369th RCS, (562) 438-4187

SECURITY FORCES MEMBERS can help recruiters set up events at local bases. Have them bring a wide variety of items they use on the job including cars, riot gear and mock weapons. 1st Lt Matt Correia, 331st RCS, (334) 416-5810

CONTRACT BUS SERVICE TO MEPS runs \$110 for a round trip from different recruiting offices to MEPS. Recruiters save travel time. Capt Leonard Mathieu, 339th RCS, (810) 463-9623.

Captain

Khalid Cannon



364 RCS

Chief Master Sergeant

Douglas Sikat
Jerol P. Mariotti



HQ AFRS

369 RCS

Senior Master Sergeant

Cecil D. Berryman



317 RCS

Master Sergeant

Marco O'Brien
George W. Skender
Steven M. James
Cardiff E. Brown
Reginald E. Destin
Jean-Mark Couture
Michael A. Schmick
Mark A. Parsons
Darrell D. Bloomer
James K. Green
Kevin A. Carpenter
Gary T. Mowry
Lance A. Browning
Douglas V. Ford
Katherine R. Warden
Anthony W. Colly
David Stephens



311 RCS
318 RCS
331 RCS
333 RCS
341 RCS
341 RCS
341 RCS
343 RCS
344 RCS
344 RCS
349 RCS
349 RCS
367 RCS
367 RCS
367 RCS
368 RCS
368 RCS

Technical Sergeant



David B. White 311 RCS
Charles Paul 313 RCS
Gary L. Probst 317 RCS
Daniel H. Kent III 318 RCS
Ray A. Wynn 318 RCS
Brian J. Cotter 319 RCS
Michael Perreault 319 RCS
James W. Black 330 RCS
Jeffrey Morris 331 RCS
Charles W. Roseberry 332 RCS
Larry Moore 333 RCS
Jeffrey R. Glover 337 RCS
Robbie D. Padgett 337 RCS
Marty J. Ragnone 339 RCS
Tyrone D. Williams 341 RCS
James R. Russell 343 RCS
Jeffery R. Bucholtz 347 RCS
Terry Carter 361 RCS
Jamie A. Werner 362 RCS
Christopher G. Juarez 367 RCS
Jeffrey G. Heinz 368 RCS

Staff Sergeant



Joey D. Link 330 RCS
Rico D. Parks 331 RCS
Cassasus W. Lugo 333 RCS
Patricia A. Bubolz 342 RCS

SCHOOLHOUSE GRADUATIONS

Graduation date: June 19

TSgt Herbert R. Ashley - New Orleans, La.
SSgt Rodereick A. Baily - Wilmington, Del.
SSgt Stuart A. Baker - Temple, Texas
TSgt Heather L. Cook - Virginia Beach, Va.
TSgt Parra J. Gonzalez - Lafayette, La.
SSgt Heather A. Lamberger - Reading, Pa.
TSgt Robert L. McNeely - Richmond, Va.
SSgt Sandra L. Rivera - Philadelphia, Pa.
TSgt Jerry S. Rondez - Clemson, S.C.
SSgt Stephen M. Sutton - Charleston, S.C.

Graduation date: June 12

TSgt Roy E. Couch - Elizabethtown, Ky.
SSgt Joshua C. Evans - Rocky Mount, N.C.
SrA Joe N. Freeman, III - Memphis, Tenn.
TSgt Onesimo Gonzales - San Angelo, Texas
TSgt Timothy S. Kinman - Lorain, Ohio
SSgt Thomas M. Phillips - Danville, Va.

Graduation date: June 5

SrA Julio C. Alvarado - Meza, Ariz.
SSgt George E. Blackwelder - Horsehead, N.Y.
SrA Michael D. Burchfield - Ashville, N.C.

TSgt Gregory A. Debruicker - Pensacola, Fla.
TSgt Junius J. Hebert - Houma, La.
SSgt Toriano A. Jones - Oaklawn City, Ill.
SrA Christopher J. Lando - Kingston, N.Y.
SSgt Christopher A. McCormick - Boston, Ma.
SSgt Kerrie A. McCormick - Clifton, N.J.
SSgt Thomas W. McCray Jr. - Tucker, Ga.
SrA Timothy W. Milligan - Charleston, S.C.
SSgt Misty D. Phillips - Jacksonville, Ark.
SSgt William W. Suber - Hanover, Pa.
SSgt Robert L. Ban Meter - Portsmouth City, Ohio

AFRS/PA
550 D Street West Ste 1
Randolph AFB TX 78150-4527

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